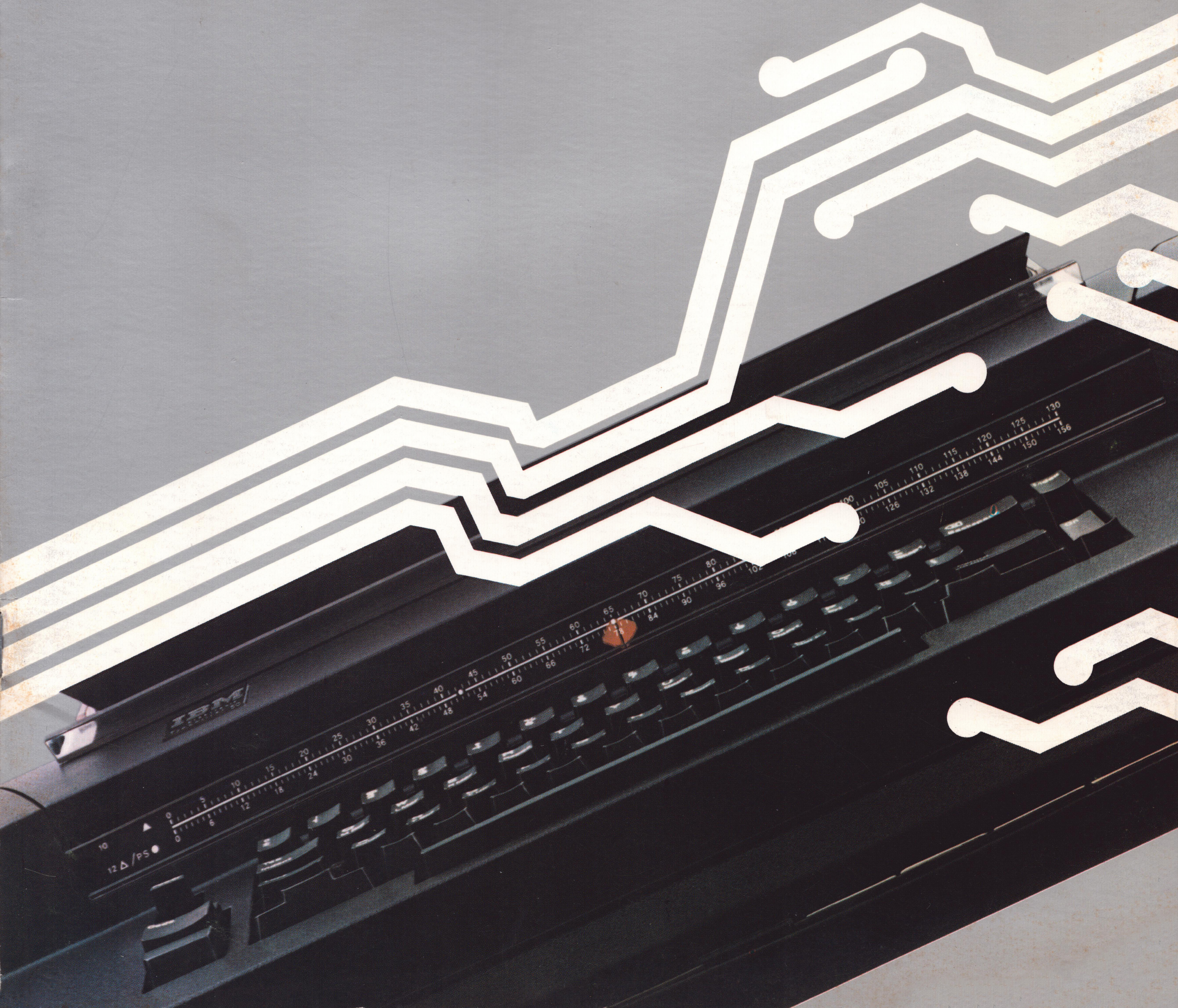
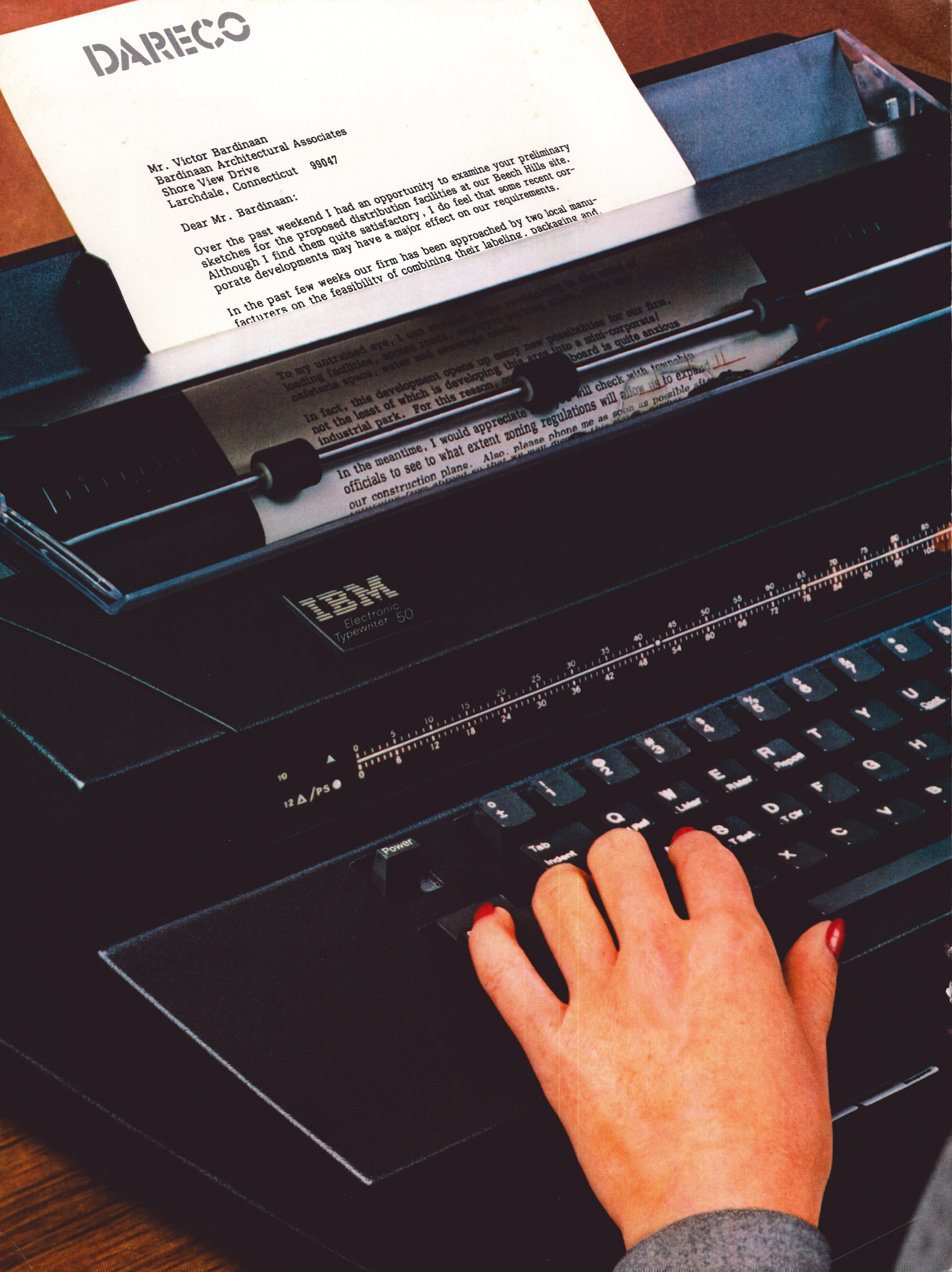
IBM

# IBM Electronic Typewriters

## Electronic power to speed and simplify typing.




DARECO
Mr. Victor Bardinaan
Bardinaan Architectural Associates
Shore View Drive
Larchdale, Connecticut 99047
Dear Mr. Bardinaan:
Over the past weekend I had an opportunity to examine your preliminary sketches for the proposed distribution facilities at our Beech Hills site. Although I find them quite satisfactory, I do feel that some recent corporate developments may have a major effect on our requirements.
In the past few weeks our firm has been approached by two local manu-
IBM
Electronic Typewriter 50
Power
Tab
Indent

## Modern Electronics Plus IBM Single-Element Technology

IBM Electronic Typewriters are easy to use, desktop typewriters that combine the capabilities of modern electronics with familiar IBM single-element typewriter technology. They are designed to make typing easier, faster and more enjoyable for a secretary.

IBM Electronic Typewriters perform automatically many of the typing tasks a secretary must do manually with other desktop typewriters.

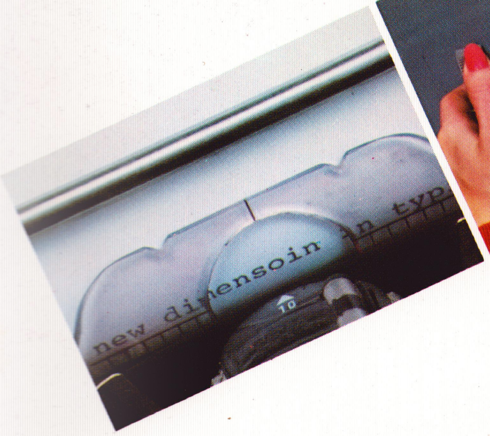
They can take much of the guesswork, calculation and wasted motion out of typing—allowing a secretary to be more productive. Indeed, IBM Electronic Typewriters have many features normally found in more sophisticated, multi-console word processing systems.

To show you the benefits that modern electronics can add to improving typing ease, efficiency and quality, this brochure compares typing the way it is with other desktop typewriters to the way it could be for a secretary with an IBM Electronic Typewriter.

## Error Correction:

**it's tedious, time consuming and sometimes results in retyping to achieve the desired quality.**

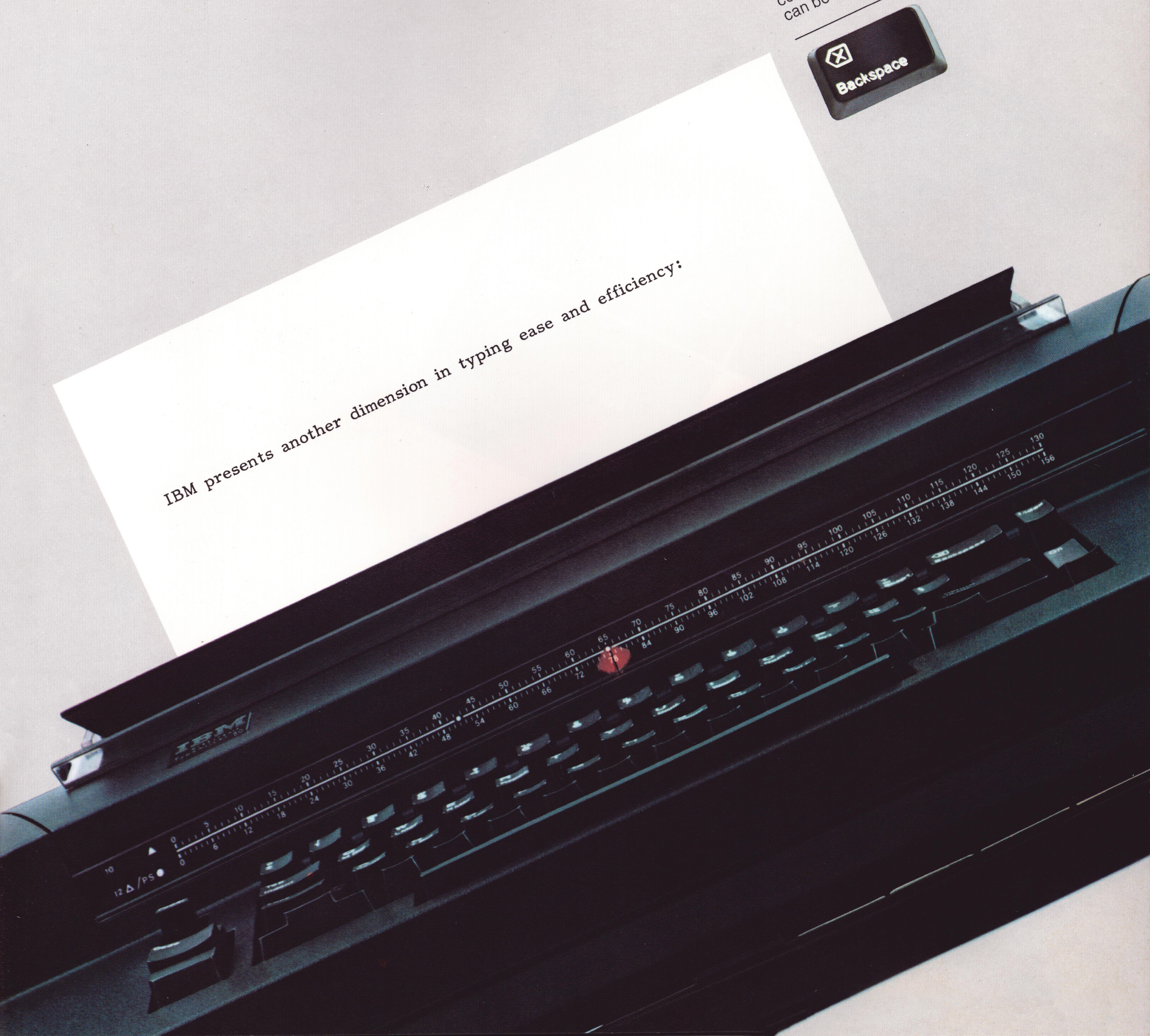
When a typing error is made today, the typist must stop, back up, pinpoint the error, roll up the paper and erase, or cover up with correction paper or white fluid, then go back to the point where typing stopped and begin again. If the error is complex or close to the beginning of the page, the typist may prefer to throw the page away and begin all over again. Even using a typewriter with correcting capability such as the IBM Correcting "Selectric" Typewriter, the typist must backspace, locate the error, strike the incorrect character, then strike the correct character and return to the point where typing was stopped.

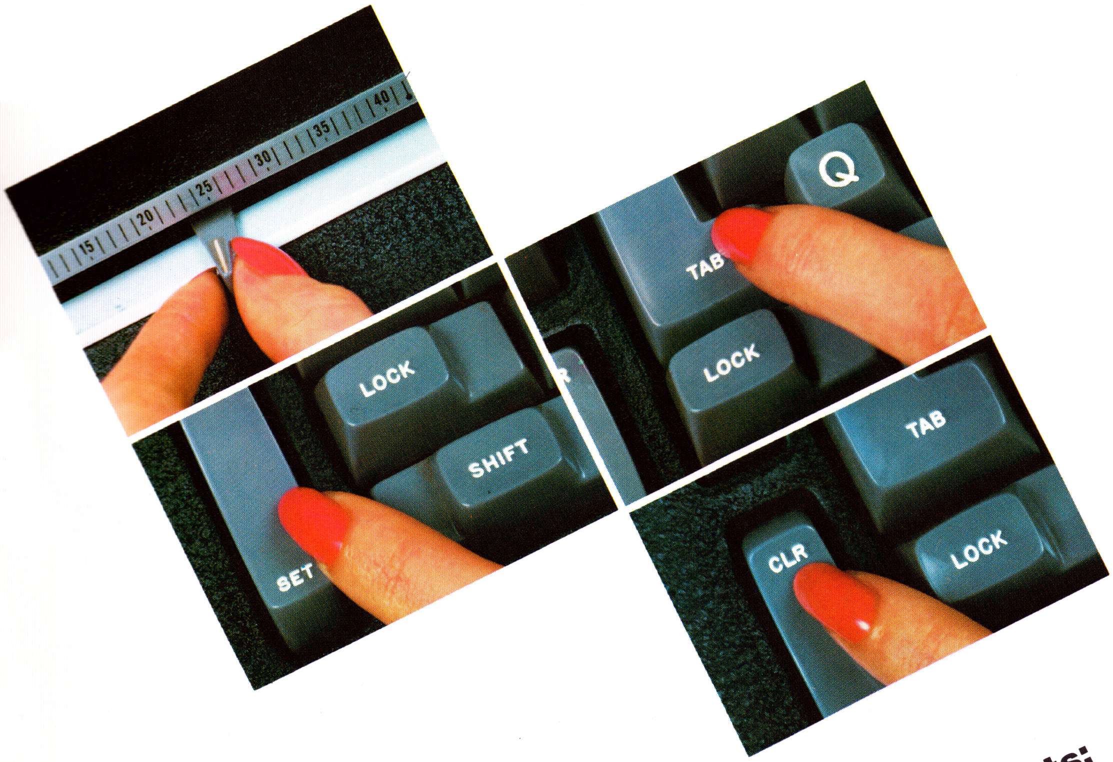


## Electronic Error Correction:

**automatically removes up to a full line of typing.**

IBM Electronic Typewriters have a full-line memory capability which allows them to "remember" what characters have been typed. To correct a typing error, the typist simply presses the Backspace Key. The carrier backs up and automatically lifts off the printed characters, including the error. The typist then retypes the word or words correctly, and continues typing. Signature quality documents can be obtained the very first time.






## Manual Indents:

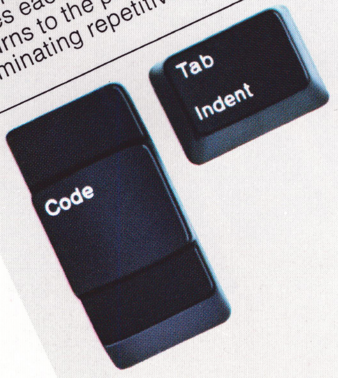
**it's multiple, manual and highly error-prone.**

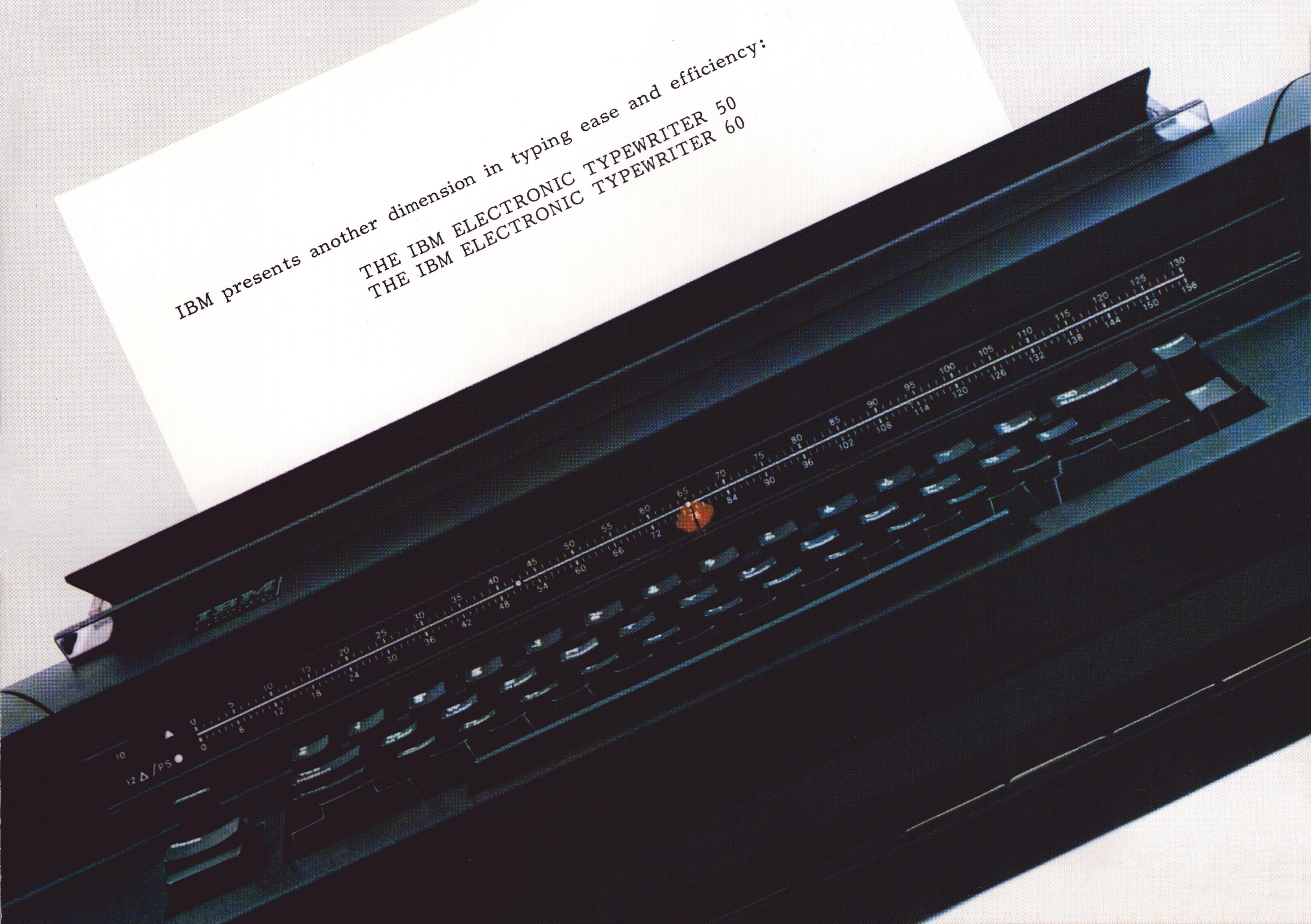
First, a typist has to manually set tabs for each indent level. Then the typist must tab to the appropriate indent level to type each line . . . line after line . . . while constantly checking the page to see if the carrier has tabbed to the correct position.

# Electronic Indents:

**automatic positioning at each indent level.**

After the tabs are set electronically on the IBM Electronic Typewriters, the secretary tabs to the appropriate indent level only one time. An instruction for the indent level is stored in the typewriter's memory. As the typist completes each line, the carrier *automatically* returns to the proper indent level every time, eliminating repetitive tabbing and checking.



## Mechanical Centering and Underscoring:

**it's counting, backspacing and a lot of back and forth.**

To center a line, the carrier must first be positioned at the center point. The secretary then typically backspaces once for every two characters. If an interruption occurs during the process, the typist may lose count and begin all over again. To center over columns, the secretary often finds it easier to guess at the position to begin typing rather than go through this time-consuming procedure.

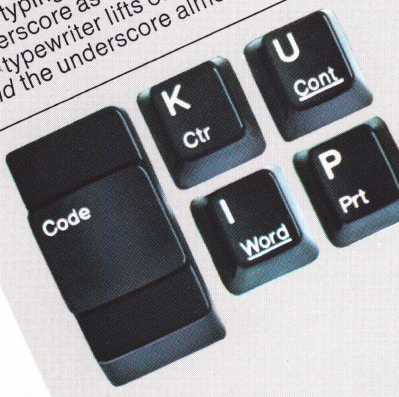
To underscore a word or words takes three separate steps. The secretary types the word or words, then back-spaces and types the underscores. If a mistake is made in underscoring, it can be difficult to correct successfully.

# Electronic Centering and Underscoring:

**no counting or manual backspacing; automatic underscoring of a word or line.**

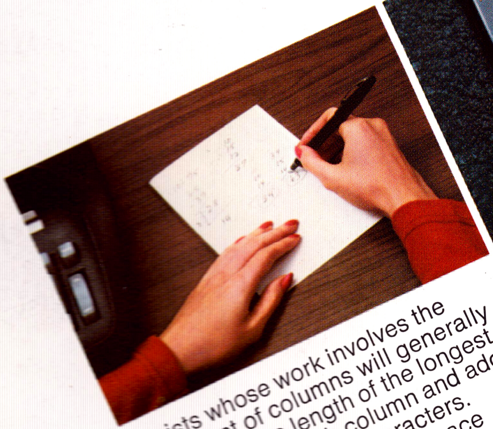
Centering a line is fast, easy and accurate. The typist centers the carrier, instructs the typewriter to center and types the line in memory. After typing, the typist instructs the typewriter to print—and the line is automatically typed and perfectly centered.

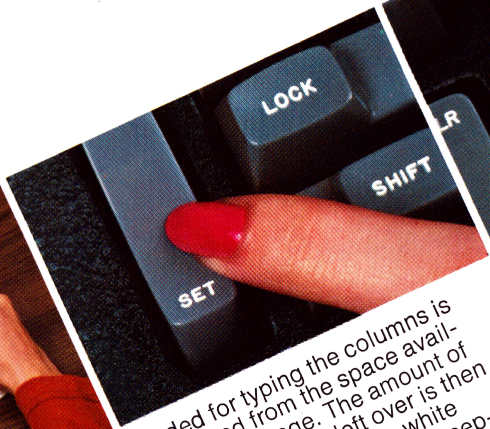
The typist can tell the typewriter to underscore a word, series of words or entire line. After typing, the typewriter will automatically underscore as instructed. If an error is made, the typewriter lifts off *both* the characters *and* the underscore almost simultaneously.



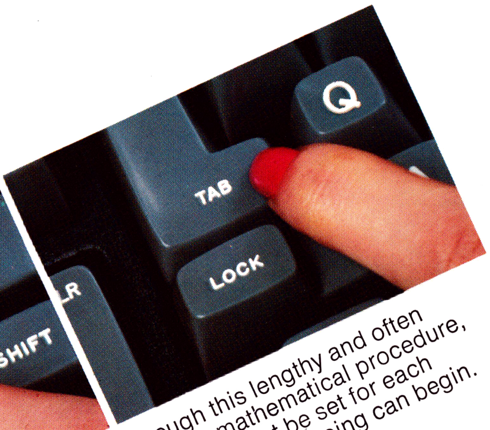
# Conventional Column Layout:

## it's usually a complicated, mathematical procedure.









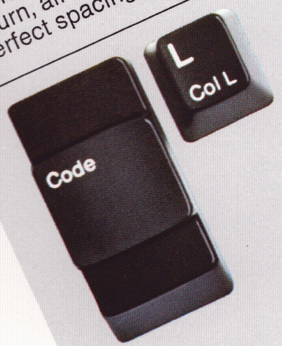


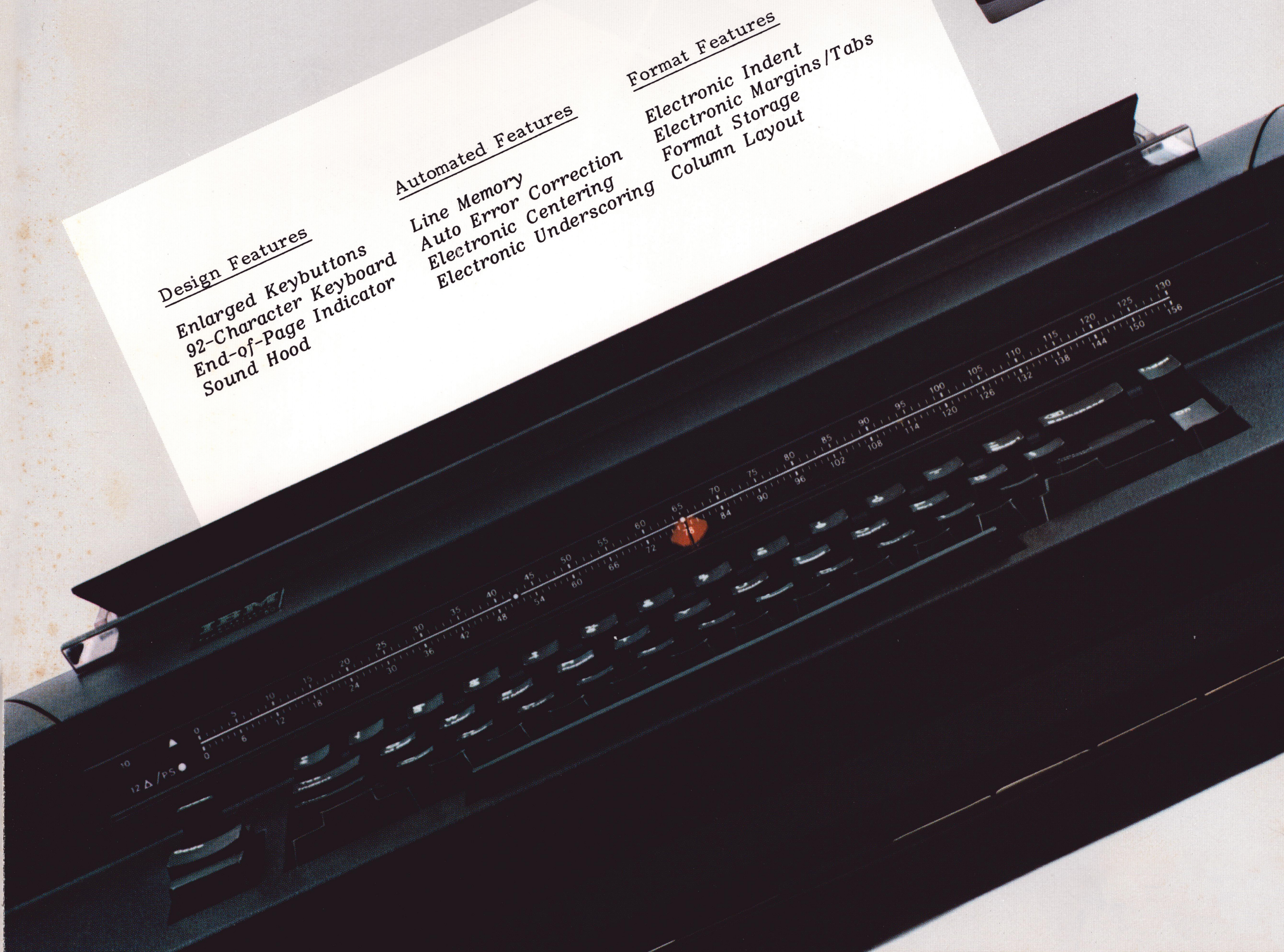
Typists whose work involves the alignment of columns will generally determine the length of the longest typing line in each column and add the total number of characters. Then the total amount of space needed for typing the columns is subtracted from the space available on the page. The amount of space that will be left over is then divided equally into the white space between columns to separate the typing. After going through this lengthy and often tedious mathematical procedure, the tabs must be set for each column before typing can begin.

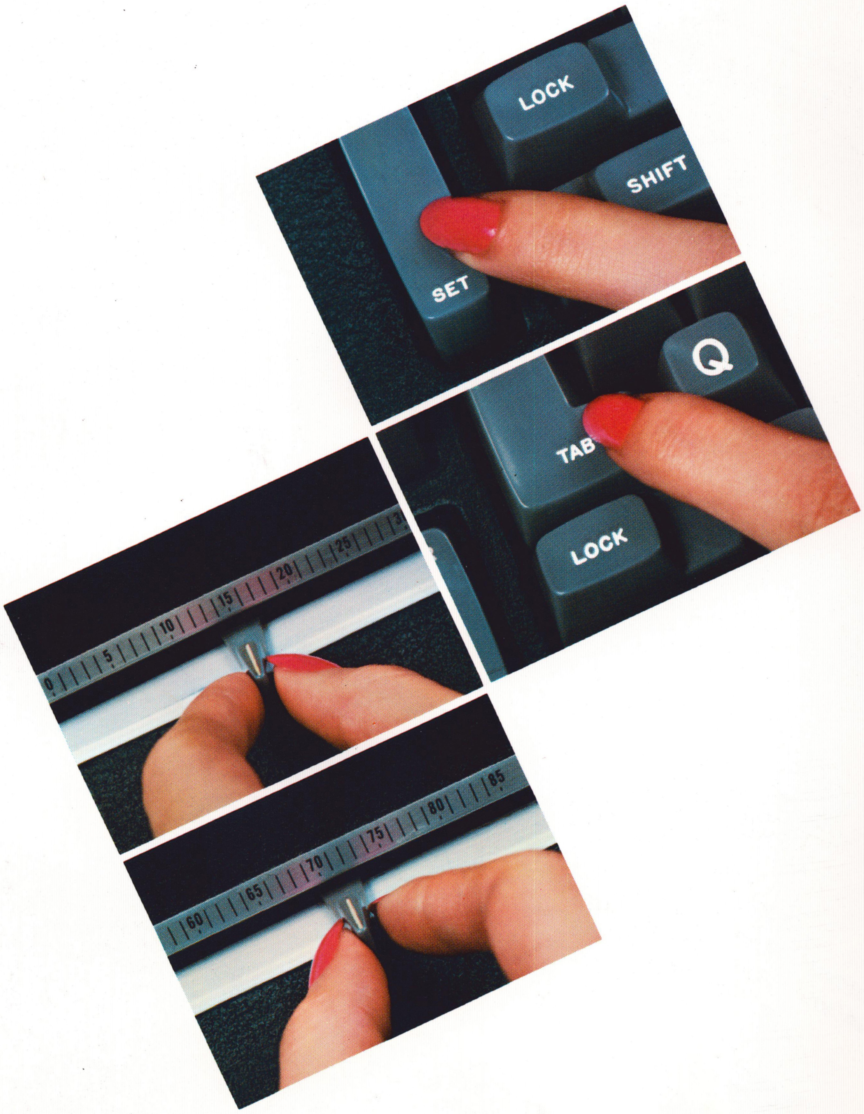
# Electronic Column Layout:

**no math to figure, no tabs to set.**

With simple instructions from the typist, IBM Electronic Typewriters are ready for column layout that is mathematically precise yet requires no figuring. The secretary instructs the typewriter to column layout and then merely types the longest line in each column in "no print," striking the column layout key instruction after each. Then, after spacing to the right margin and tapping the carrier return, all the tabs are automatically set with perfect spacing.






## Margins and Tabs:

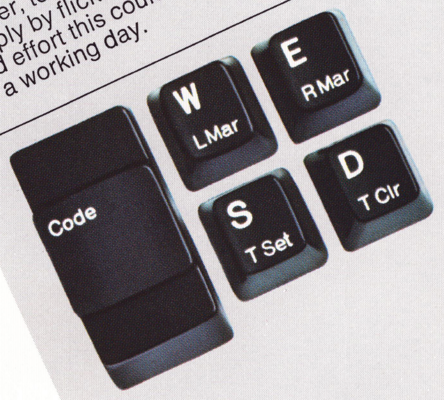
**it's a lot of unnecessary repetition.**

The biggest problem with margins and tabs on many desktop typewriters is not the mechanical procedure of setting and clearing them. It's the repetition. Going back and forth from one frequently used format to another. First for a letter, then a memo, now a form and then back to a letter. A secretary might have to repeat this process a dozen times a day. It can be tedious and time consuming.

# Electronic Margins and Tabs:

**it's faster and more productive.**

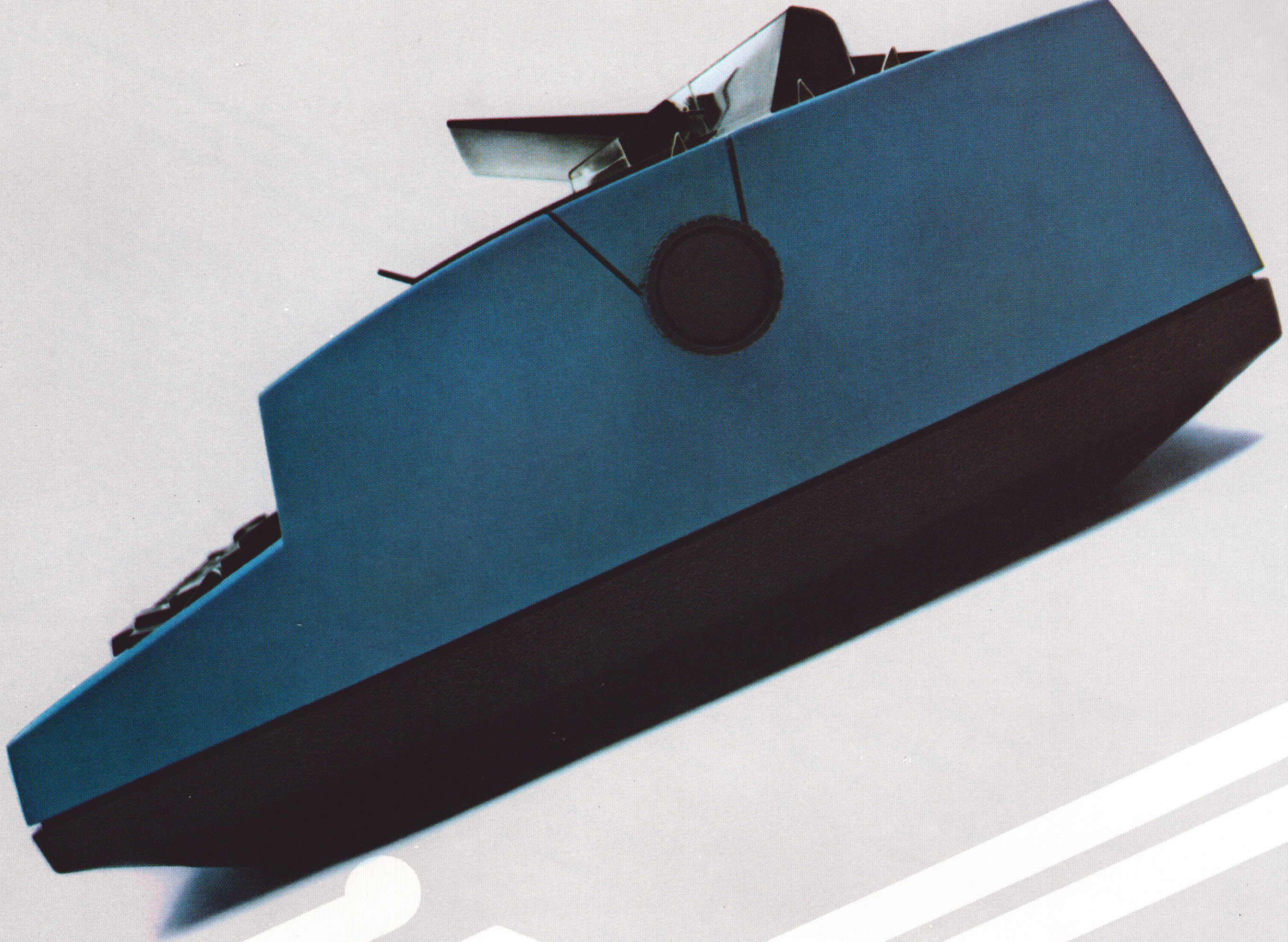
With IBM Electronic Typewriters margins and tabs are not only set electronically, but frequently used formats can be set once and stored in the typewriter for future use. A secretary can switch from one format, say a letter, to another format, perhaps a form, simply by flicking a lever. Think of the time and effort this could save over the course of a working day.



## The IBM Electronic Typewriter:

MODEL

# 50



The Model 50 gives you all the advantages of electronic typing *plus* the capacity for high-quality documents and easier statistical typing.

## Number Alignment:

MILES MANUFACTURING COMPANY, INC.

Balance Sheets
December 31, 1977 and 1976

| ASSETS | 1977 | 1977 | 1976 | 1976 |
|---|---|---|---|---|
| Current assets | | | | |
| Cash | $ 9,710 | | $ 3,950 | |
| Accounts receivable, less allowance for doubtful accounts of $1,115 in 1976 and $9,846 in 1975 | 205,366 | | 240,409 | |
| Accounts receivable, officer | 16,464 | | 11,936 | |
| Inventories Note 2 | 676,462 | | 693,386 | |
| Prepaid expenses | 1,232 | | 438 | |
| Total current assets | | 909,234 | | 950,119 |
| Property, plant and equipment, at cost Note 3 | | | | |
| Land | 108,818 | | 108,818 | |
| Buildings | 1,271,706 | | 1,279,206 | |
| Machinery and equipment | 341,102 | | 302,748 | |
| Small tools | 105,199 | | 102,543 | |
| Office equipment | 24,045 | | 23,947 | |
| Transportation equipment | 17,892 | | 10,743 | |
| | 1,868,762 | | 1,827,005 | |
| Less accumulated depreciation | 613,907 | | 525,931 | |
| | | 1,254,855 | | 1,301,074 |
| Other assets | | | | |
| Cash surrender value of officers' life insurance | 105,299 | | 89,488 | |
| Unamortized bond commissions | 10,058 | | 13,616 | |
| Deposits with bond trustee Note 3 | 107,419 | | 103,796 | |
| | | 222,776 | | 206,900 |
| Total assets | | $2,386,865 | | $2,458,093 |

These numbers, of varying widths, were set into perfect alignment by the Model 50—automatically.

**Electronic number alignment automatically positions the carrier for easy, accurate alignment of statistical columns.**

In typing a document such as this, a secretary is faced with all the typical problems of column layout, *plus* the added factor of numbers which must be individually positioned so that they line up correctly. With the Model 50, the typist merely taps a coded number that equals the number of digits needed to the left of the decimal point. The Model 50 electronically positions the carrier for perfect alignment of numbers in columns.

## Proportional Spacing:

AMENDMENT NO. 2
to
EMPLOYEES PROFIT SHARING PLAN
of
JOHNSON, MYNSTED, CRAWFORD, AND FARRELL, INC.

RECITALS: On December 31, 1977, Johnson, Mynsted, Crawford, and Farrell, Inc., duly adopted a profit sharing plan and trust under the terms of which each employee with one year or more of continuous service on January 1, 1977 became a participant in the plan. Section 3.1 then went on to say

"Thereafter only such persons who have completed one year of continuous service on any anniversary date may qualify under this Plan may (sic) participate therein." (The second "may" should read "and").

Through error anniversary date is defined in Section 1.9 as "April 1, 1978 and April 1st of each year thereafter" instead of April 30, 1977 and April 30 of each year thereafter." This would have the effect of discriminating against those becoming participants after April 30, 1977, in that they in effect would lose a year's participation, which was not the intended result.

FURTHERMORE, Section 5.1(a) provides in part

"Each Participant shall be entitled to five (5) units for each $1,000.00 of Annual Compensation paid to him or accrued for him during the year for which the contribution was made, except that as to each Employee who shall complete his first 12 months of continuous service during that year.

### Ten-Pitch, Twelve-Pitch and Proportional Spacing at the flick of a lever.

The Model 50 can function as a ten-pitch, twelve-pitch or proportional spacing typewriter by simply positioning the selection lever and choosing the proper element. The sample at the left was typed with proportional spacing, which means that each character occupies just the space it needs. The result: a document with a quality look that is easy to read.

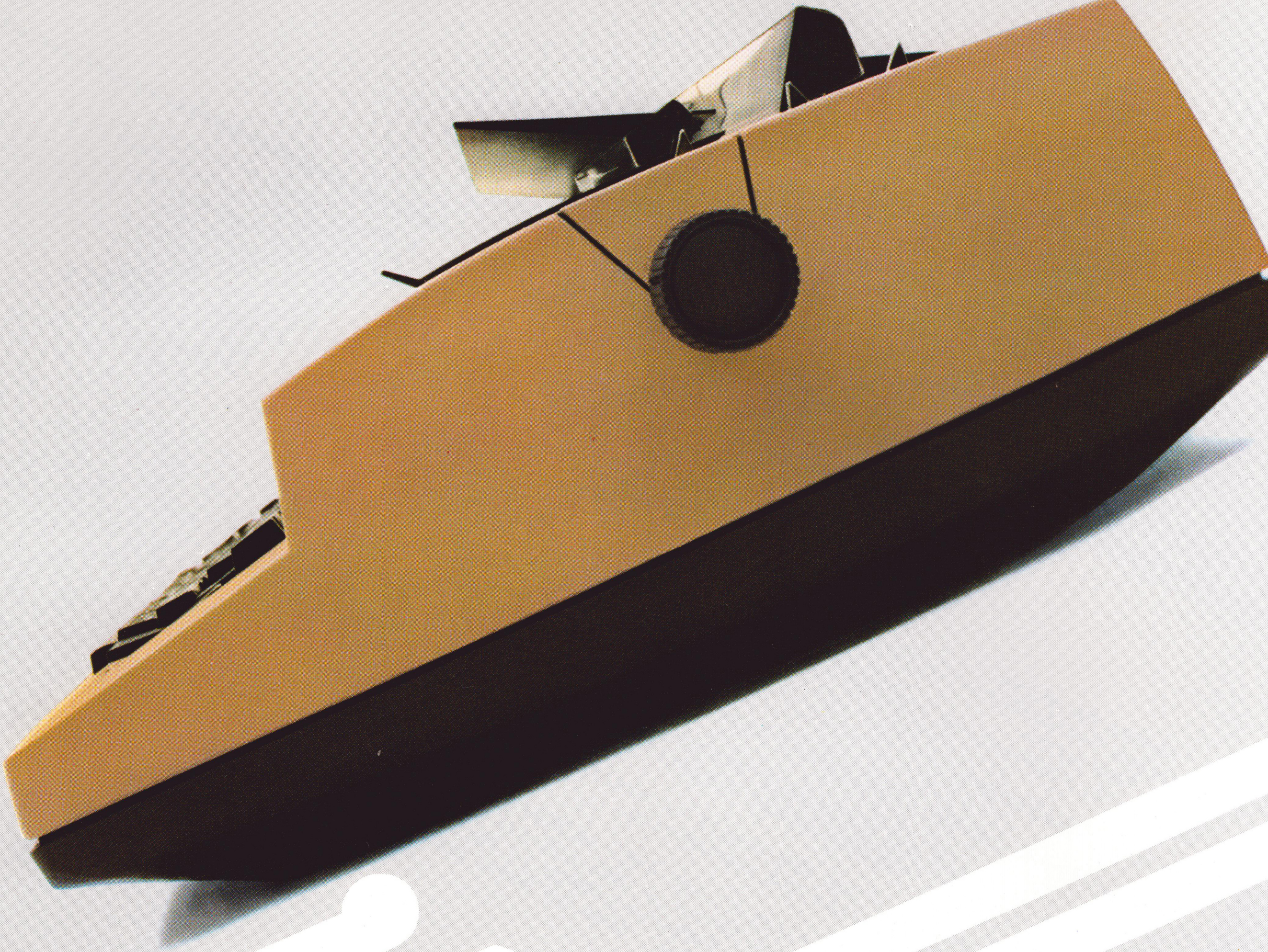
p|r|o|p|o|r|t|i|o|n|a|l
p|r|o|p|o|r|t|i|o|n|a|l

Each character uses just the space that is needed, for a "printed look." If a mistake is made, the typewriter "remembers" the unit value of each character for easy electronic error correction.

# The IBM Electronic Typewriter:

MODEL

# 60



The Model 60 gives you all the advantages of electronic typing *plus* the ability to further increase productivity and reduce the tedium of typing and proofreading recurring sentences and phrases.

# Phrase Storage:

AFFIDAVIT

THE STATE OF CALIFORNIA
COUNTY OF SACRAMENTO

I, John J. Farrell, President, Johnson, Mynsted, Crawford, and Farrell, Inc., certify that the copies of Amendment No. 2 to Employees Profit Sharing Plan of Johnson, Mynsted, Crawford, and Farrell, Inc., submitted to the District Director of Internal Revenue are true and correct copies of the originals of said instruments executed by Johnson, Mynsted, Crawford, and Farrell, Inc.

John J. Farrell, President
Johnson, Mynsted, Crawford,
and Farrell, Inc.

SUBSCRIBED AND SWORN TO BEFORE ME, the undersigned authority, on this 15 day of February, 1978.

Notary Public in and for Sacramento
County, California

**Phrase Storage allows you to automatically play back frequently-used sentences, phrases or paragraphs without retyping.**

The Model 60 has a 736-character memory, which allows a secretary to store up to 10 separate phrases, sentences or even paragraphs of varying lengths.

Anything that is typed repeatedly, such as addresses, titles, key phrases and sentences, can be saved and automatically played back as many times as needed. In the sample at the left, the stored words and phrases have been shaded to show you how much repetitive typing has been eliminated.

**Automatic Carrier Return electronically senses the end of a line and returns the carrier without any instructions from the typist.**

The carrier will return *automatically* any time a word ending falls within five characters of the right margin. Now a secretary can maintain a steady typing rhythm without having to worry about coming to the end of a line, and can concentrate on what's being typed instead of listening for a bell or looking up at the paper.

## Phrase Storage:

Mr. Victor Bardinaan
Bardinaan Architectural Associates
Shore View Drive
Larchdale, Connecticut 99047

Dear Mr. Bardinaan:

IBM presents another dimension in typing ease and efficiency:

THE IBM ELECTRONIC TYPEWRITER 50
THE IBM ELECTRONIC TYPEWRITER 60

These two typewriters are the result of everything we have learned about typewriters and typewriting.

THE IBM ELECTRONIC TYPEWRITER 50 AND THE IBM ELECTRONIC TYPEWRITER 60 have different features that address specific jobs. In addition, there are features common to both that are beneficial for all typing jobs. Some of those common features are as follows:

IBM Electronic Typewriters
Model 50/60 Features

| Design Features | Automated Features | Format Features |
|---|---|---|
| *Enlarged Keybuttons* | *Line Memory* | *Electronic Indent* |
| *92-Character Keyboard* | *Auto Error Correction* | *Electronic Margins/Tabs* |
| *End-of-Page Indicator* | *Electronic Centering* | *Format Storage* |
| *Sound Hood* | *Electronic Underscoring* | *Column Layout* |

We look forward to demonstrating how these IBM Electronic Typewriters will benefit you.

Sincerely,

J. K. Jones
Marketing Representative
IBM Office Products Division

Again, words and phrases that are stored in the Model 60's memory have been shaded. The address at the top of the page can be recalled from memory and used to type out an envelope—automatically. Think of the set-up time, keystrokes and proofreading time that can be saved during the course of a working day.

## Additional Features

**15-character storage.**
With IBM Electronic Typewriters the typist need not wait for the carrier to reposition itself while returning to the left margin. Up to 15 characters can be typed and stored in memory while the carrier is returning, and then played out automatically.

**Choice of type styles.**
Over 25 different type styles specially designed for IBM Electronic Typewriters can be changed to fit the tone and needs of individual documents as simply as snapping on and off interchangeable elements.

**Larger, non-glare keybuttons.**
The keybuttons on IBM Electronic Typewriters are 25% larger to allow easier operation and to improve typing touch for the secretary. Comfort has also been improved with a non-glare surface.

**End-of-page indicator.**
All IBM Electronic Typewriters are fitted with a convenient end-of-page indicator that provides a visual signal when the desired page length is reached—ensuring a consistent bottom-of-page ending. In addition, it also serves as a paper support.

**Acoustical sound hood.**
Every IBM Electronic Typewriter comes equipped with a non-glare, acoustical hood for sound reduction and a quieter working environment. Paper can be easily inserted without lifting the hood.

IBM ®
International Business Machines Corporation
Office Products Division
For additional information, consult the nearest
IBM Branch Office.
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